

STAR WEEKLY

TORONTO
MARCH 30, 1940

10
CENTS



RIDING SEASON RETURNS



PIANO GRACES most popular spot in common room where happy groups may be found almost any hour of day. Frances Barbour of Brantford plays accompaniments for Sheila Scott, also of Brantford (atop piano), Mary Savage, Guelph, and Lenore McClure, Brampton



"KNIT TWO, PURL TWO" is a favored pastime of Peter (and we do mean "Peter") Reesor of Lindsay (left), and Betty Sparling of Toronto

(See also page four)

ONTARIO CO-EDS AT U. OF T.

TYPICAL OF LIFE in University of Toronto's women's residences generally are these pictures taken at Falconer House especially for Star Weekly readers. Whitney Hall, residence for University College women, consists of three houses—Mulock, Cody and Falconer. Authorities decide who will live at the different houses. Switch-overs sometimes occur but girls become attached to their diggings and dislike to be uprooted. Gentlemen friends may be entertained in common room any evening until 10:30, 11 on Sundays. The hardiest males brave inquisitive stares and come to Sunday tea



PING PONG in recreation room claims serious attention of Frances Barbour when not playing the piano

**SURE CURE
for
SPRING FEVER**

**THE
MERCURY 8**



The BIG LUXURIOUS "EIGHT" that's famed for ECONOMY!

FEELING RESTLESS . . . eager for action? Like to get a new slant on living? Listen! . . .

Drop in on the Ford-Mercury-Zephyr dealer! He has a sure cure for "Spring fever" — and "budget blues"! It comes in five stunning body types—including the youthful, fully clean-lined Club Convertible pictured

above. It has a V-type, 8-cylinder engine under the long, sleek hood—100 surging "horses" for you to command! It's called the Mercury 8!

And this "luxury-eight" is full of pleasant surprises! First, that so much roomy, sound-proofed comfort and "superformance"

should cost so little! Second, that Mercury owners report 20 to 25 miles per gallon of gas—and corresponding economy all-around! The Mercury 8 is built for long, trouble-free life—engineered for maximum stamina! Ford Motor Company of Canada, Limited: Ford, Mercury and Lincoln-Zephyr Motor Cars.



Practical Magic! Touch a knob on the Mercury instrument panel, and presto!—the top goes up or down automatically—easily, surely, smoothly! Makes the Mercury Club Convertible a *practical* car to own.

A Roof for Five. Top covers front and rear seats—room for five in comfort — inside. Upholstery in Saddle Brown or Antique Finish Red Leather. Top in tan or black with red piping. Eight beautiful body colours.

ONTARIO CO-EDS

RESIDENCES ARE ENTIRELY MODERN and up-to-date in every way. The girls do their own jobs and are provided with fully equipped laundry as well as kitchenette for pre-bedtime snack. Jean Rowe of Newton Robinson hangs up stockings to dry while

Ruth Shirriff, Brockville, has advanced to the ironing stage. Pins worn by girls are their own frat pins but some may substitute the B.F.'s before graduation day. When Star Weekly photographer started upstairs girls started to chant: "Men on the second floor"



DOREEN ROSS, of Sault Ste. Marie, believes in feeding inner man—or woman—while Lois Hetherington, St. Catharines, goes into action on whitewash. Balancing domesticities and letter-writing moments, the girls put in their required quota of study hours



THINGS YOU NEVER KNEW OF LONDON UNTIL MONDAY



"LONDON BRIDGE IS FALLING DOWN" and no wonder, for here Winston Churchill calmly smokes a "seegar" as battleships

steam up the Thames past London Bridge. Propaganda? Nope, just a game magazines play to pass away hours of blinkin' blackouts



HORSE MARINES have nothing on Mounted Tank Guards, especially on next Monday. Don't believe it? All right, ask the photographer, but in England secrets are secrets, these days



AND ANOTHER THING you probably knew nothing about is the special balloon harness worn by London bobbies to enable them to soar aloft and arrest Nazi bombers without the R.A.F.

CANADA'S MINES ARE BIG ASSET IN TIME OF WAR



THE AGE OF THE PROSPECTOR is passing. Modern "prospectors" in Canada are highly trained in geophysics. The group above, from the University of Taranta are hauling delicate scientific

instruments across the ice in a survey of new iron deposits in Ontario. Note names on house. The party is under the direction of Dr. A. A. Brant, of U. of T. (See story on page eight)



TYPICAL OLD-TIME PROSPECTOR, one of same 2,000 in Canada, whose day is passing. They've written the history of the North; some have been grub-staking far past 30 years



THIS SORT OF MINING may look old-fashioned up against the new machines and devices now in use, but it's still going on in British Columbia and other places in the search for gold



HIGH GRADE IRON ORE is being developed on a large scale at Steep Rock Lake, 136 miles west of Port Arthur, Ont., and 100 miles north of the world's greatest iron range, the Mesabi in Minnesota. The ore body is estimated at 100,000,000 tons down to the

1,000-foot level and other ore bodies in a wide area are indicated. Above: A magnetometer survey of Steep Rock showing W. H. White at the machine and Dr. A. A. Brant taking notes. Dr. Brant is at the head of a geophysical party from the University of Toronto

MINING IN CANADA



THE AEROPLANE is playing an important part in today's mining development. Many mines have been discovered from the air.

Breaks in rock formation are easy to see from a plane. These breaks are then investigated. They also locate best routes

CANADA IS ONE OF THE WORLD'S outstanding mineral producing countries. Mining is now our second major industry, agriculture (\$470,179,000) still holding the lead. The development of mining corresponds closely to general development of Canada itself. Today Canada is first in production of nickel and platinum metals, third in gold and copper, and fourth in lead and zinc. In war-time mining industry will be further stimulated by premium on gold and by enhanced demand for nickel, copper, lead, iron and other base metals. Significant in mining in Canada during 1939 was production of iron ore at Helen Mine, Michipicoten. From 1923 until 1939 no iron ore was produced anywhere in Canada on a commercial scale. Now new deposits are being surveyed north of Port Arthur (see Page Seven). The new development is believed one of most important on this continent in many years. Airplanes carry more freight, most of it for mining industry, than in any nation in the world. Canada's northern fliers are world-renowned

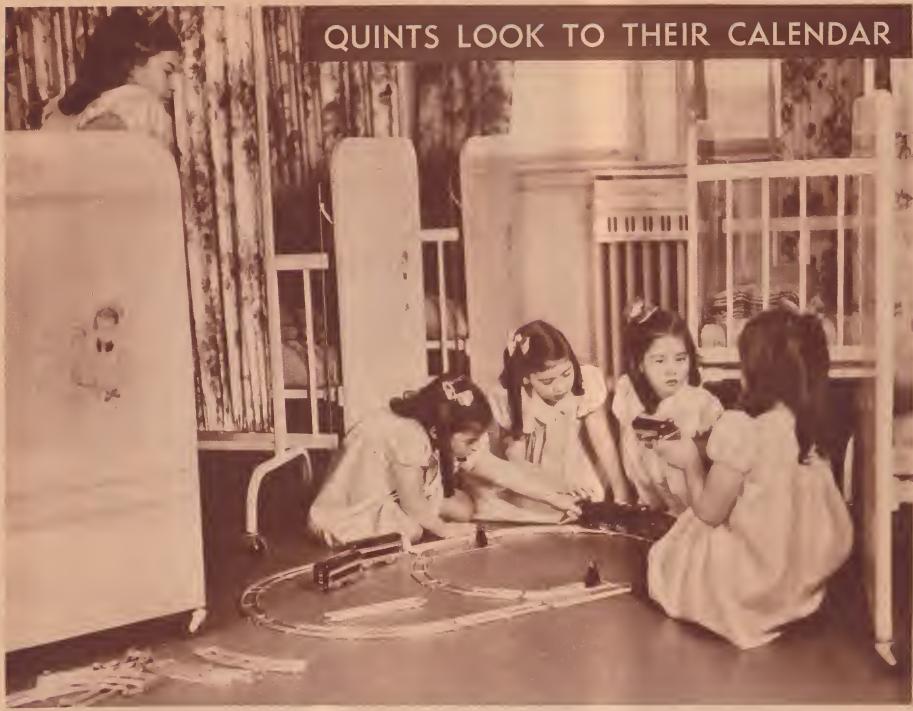


ON LAND, "CATS" are all over north country today, from Quebec to British Columbia. First experiments were made with these caterpillar tractors in 1931. They are used for heavyweight bush hauling



BELOW GROUND, many Canadians live like males, drilling in shafts 730 feet or more below surface, as above, from a shaft in Steep Rock Lake development

QUINTS LOOK TO THEIR CALENDAR



SO FAST ARE THE DIONNE quintuplets growing that they quickly outgrow wardrobes bought to their measurements. But none of the discarded clothes go to waste. The dresses you see the sisters wearing above, have already been distributed, along with surplus

toys, among children of the parish. The old purse-on-a-string trick gave the quints no little glee as they prepared, below, for April Fool's day. From left to right: Emille, Annette, Marie, Cecile and Yvonne. The five will be six come 28th of May.





SCARS OF WORLD WAR NO. 1 are still visible in that part of France where the famous Welsh Guards are stationed. A party of soldiers are seen above, picking their way through the skeleton of a building smashed by the shellfire of 1914-18

OLD BATTLEFIELDS-NEW MEN



THE OLD BATTLEFIELDS, with their ruins and debris, were a perfect training ground for British troops during the lull of winter on the western front. Here a French countrywoman provides some Welsh Guards with tea after exercises



ACTIVITY ON THE WESTERN FRONT was practically at a standstill when these pictures were taken in mid-winter—the coldest in Europe for many years. But with the coming of spring sleeping guns have awakened and sharp artillery duels and increased

activity on land and in the air are reported from the front. Even the most trying conditions fail to daunt the British Tommy, and here is a warmly dressed anti-aircraft gun crew enjoying tea at their home-made "Cafe Anglais." Note the soccer ball atop the dugout

in the Spring
a Young Man's
Fancy turns to
the
Ford V-8

BET ANYBODY COULD BE A SUCCESS IN THIS
BUSINESS COUPE! LOTS OF ROOM BEHIND
DRIVER'S SEAT AND IN LUGGAGE COMPARTMENT



DORE A DELUXE FORDOR
—AND WHAT A SWELL
RIDE! NO WONDER!



V8
ENGINE
HERE }
V-TYPE ENGINES HOLD WORLD'S
RECORDS - LAND, SEA, AIR

NEW SPRINGS! SHOCKS!
AND SEAT CUSHIONS!
RIDE STABILIZER! —
SOUND PROOFING!
HOW DO THEY DO IT FOR THE PRICE?



THESE NEW FORDS ARE AS
MODERN ALL OVER AS THE NEW
SEALED-BEAM HEADLAMP!

BOY AND GAL FALL IN LOVE WITH CONVERTIBLE,
(ME TOO) TOP GOES UP OR DOWN AT TOUCH OF
KNOB, NEWEST THING! NOTE LINES (OF CAR)



BALLOON BARRAGE PROTECTS LONDON



TO FOIL RAIDING AIRCRAFT hundreds of balloons holding aloft cables float in a network over London ringing the world's metropolis at a height of thousands of feet and providing a strong obstacle to enemy bombers. This aerial view shows them about 6,000 feet up but they go much higher.



BALLOON BARRAGE is among the measures taken to prevent Germans sowing mines from planes and for protection along the coast

The
Purest
Soap



for
Baby's Tender Skin

BABY'S skin is as delicate as a flower-petal, and **Baby's Own Soap** is the mildest soap a mother can buy. Its precious purity is the one priceless ingredient that has led generations of mothers to place their confidence in it as the best soap for baby's tender skin.

Look for the new **Baby's Own** baby now making her bow to thoughtful mothers on the new **Baby's Own** package.

*The
Beauty soap of precious purity*

**BABY'S OWN
SOAP**



**RENNIE'S
SEEDS**

THE FINEST IN THE LAND
Wm. RENNIE SEEDS Limited
TORONTO - CANADA

*Constant
care is Needed
for delicate young feet*

● Picture the delicate bone structure of your child's feet. There are 26 bones in each foot—and you can see how easily poor shoes could disrupt that soft, intricate collection of tiny bones. Hurlbut shoes are especially designed to protect and encourage the growing foot. And we offer a number of styles for dress occasions or roughhouse activities. See them at all times of the day children may have the constant protection of Hurlbut shoes.

Insist always on the genuine Hurlbut distinguished by the crest shown below, and made by the Savage Shoe Company Limited, Preston, Ontario.

HURLBUT SHOES

The Hurlbut Way



is Nature's Way

PRELUDER TO "OPENING DAY"



ANGLING IN COMFORT. At Frenchman's Bay, near Toronto, dozens of fishermen drove their cars out on the ice last Sunday to fish from the running boards. Here is O. C. Hutcheson landing a perch from a comfortable perch



CHARLES PRIESTMAN, 74-year-old Toronto insurance executive, completed his 10th annual 24-mile St. Patrick's Day walk from the city to Oakville last week-end. He started at 9 a.m. and reached Oakville shortly after 3 p.m.

For Fresh Fragrance

Welcome, delightful additions to any dressing table are Elizabeth Arden's refreshing Flower Mist \$1.10 to \$7.50 and Flower Mist Dusting Powder in Orange Blossom, White Orchid or Carnation \$1.50. Each is a gift of charm.

by *Elizabeth Arden*

At Smartest Shops
in every town



"Hot time in the old town tonight, eh? . . . milk flowing like champagne. I dunno, though—these big parties kind of get me down. The place gets hot—and confetti gets in your pants . . ."



"That's right—give 'em a blast on your horn! Maybe they'll ask us what we'll have, and we can say how about a little soft, satiny Johnson's Baby Powder . . . Hoo-hoo! . . . Pretty sour. And look at your fingering! Terrible."



"Now watch the old maestro, roooooo! There, how's that? Right in the groove, I'd say. We'll have a rubdown with that downy, velvety-cool Johnson's, and then on with the dance, let joy be unconfined!"



"Where's the baby that doesn't go for Johnson's? That slippery, extra-fine talc sure helps to put the skids under prickly heat and chafes! Johnson's doesn't cost much either."

**JOHNSON'S
BABY POWDER**

NORTH SCOTLAND, SHETLANDS, ARE FORBIDDEN ZONES



TODAY NO SUCH INFORMAL gatherings are permitted on pier at Lerwick, Shetland Islands. Meeting boats from Aberdeen has been stopped



ON MARCH 11TH an order went into effect making forbidden territory of the Shetland, Orkney and Hebrides Islands. Similarly affected were the counties of Sutherland, Caithness, Cromarty, Inverness and Argyll in the north of Scotland. The order prohibits the area to all except permanent residents and persons supplied with permits. Few bombs have dropped over the sea but R.A.F. planes chase invading Nazi warplanes and dogfight over the barren land. Crippled warplanes forced to land come to grief bouncing over the rocky surface.

(See also next page.)

ONE OF TWO MOTORCYCLES on Fair Isle, Shetlands, is used by farmer to take sheep home

IT'S A FACT

Your woollens won't shrink when washed with gentle Princess Flakes



STOLEN—Bad Breath by Colgate's!



COLGATE'S DENTAL CREAM COMBATS BAD BREATH ...MAKES TEETH SPARKLE!

Colgate's special cleaning foam gets into the hidden crevices between your teeth and helps your toothbrush clean out decaying food particles and stop the stagnant saliva odours that cause much bad breath. In addition Colgate's is polished and appears makes teeth sparkle with natural brilliance! Always use Colgate's Dental Cream—regularly and frequently. No other dentifrice is exactly like it!

For those who prefer it, Colgate's Tooth Powder will give the same Colgate results. Large tin 20c.

20c

LARGE SIZE

35c

Medium Size 10c

NATURE'S FORT



CLIFFS OF SHETLAND ISLANDS are brilliant colored, often reach height of over 1,000 feet. They form natural protection for harbors. Strong rocks (above) protect harbor of Lerwick. Shetlands are most northerly British possessions in Europe. Only 24 of the 100 islands are inhabited.



KNITTING PATTERNS from Shetlands are famous. Legend has it that Spanish soldiers of Armada which foundered at Fair Isle taught these intricate designs to Shetland women.

"WHAT IS
THIS
EUCERITE?"

"It's something in
NIVEA CREME that keeps my skin
delightfully soft!"

Learn what a difference
NIVEA CREME can make to your skin. No other cream but
NIVEA contains Eucerite, that remarkable dermatological
discovery that so closely resembles the secretion by which
nature here feeds the soft, moist, young skin.

Use NIVEA as a cleansing cream . . . a massage cream . . .
a powder base . . . a night cream and for every purpose.
You will find it astonishingly kind to your skin. Discover, too,
how soothing it is for chapped hands and wind-roughened
face in wintry weather.

Note—NIVEA as a powder base should be used sparingly
and left for just a moment before application of the powder.

NIVEA



95¢



Made in
England.

Treatment of skin diseases should be undertaken only by a qualified physician. Consult your doctor.

Your druggist has NIVEA CREME in metal
containers, tubes and soap bars.

\$1.00 will send 300 Sweet Caps
or 1 lb. Old Virginia pipe tobacco to
Canadians serving in United Kingdom
and France only.
Address—"Sweet Caps"
P.O. Box 6000, Montreal, Que.



"Let your cares float away on a song."
"Accompanied by a Sweet Cap of course."

SWEET CAPORAL CIGARETTES

"The purest form in which tobacco can be smoked."



NAVY'S CEASELESS PATROL GUARDS CANADIAN SEAS



TYPICAL OF CANADA'S sea-dogs is Capt. G. C. Jobes, seldom absent very long from the bridge during patrol

CANADIAN WATERS have been singularly free, so far, of enemy raiders, submarine or afloat, and the majority of credit for this state of affairs should go to the Royal Canadian Navy which is keeping ceaseless patrol on the Dominion's sea lanes. To the navy, too, has gone the job of safely convoying scores of Canadian troopsships as they set out for distant English shores. After months of bitter, wind-whipped patrols in the north Atlantic, the sailors are eagerly anticipating warmer weather



TURNING AT HIGH SPEED, a Canadian destroyer leaves a boiling white wake behind her. Such ships are the submarine's most deadly surface enemy



ALL SHIPS, under steam or sail, entering Canadian waters are given close scrutiny by the ever-alert coast patrol. Here, under the watching guns of a destroyer, an inward bound cargo vessel hauls up to the little pilot boat to take on the pilot who will guide it to port

ROLEX

MILITARY WATCHES

THE NEW "VICTORY" WATCH

\$25.00
17 Jewels

\$27.50
17 Jewels

SHOCKPROOF DUSTPROOF ANTI-MAGNETIC

Made for active service. Steel case with unbreakable glass. 17-jewelled movement. Can be serviced in England or France.

THE WORLD'S MOST ACCURATE WRISTWATCH

PACIFIC COAST HEAVY ARTILLERY



A HEAD-ON VIEW of one of the heavy guns stationed for coastguard duty "somewhere in Vancouver." This massive weapon, with its O-Pip (observation post) complement, was engaged in target practice when the photograph was taken with official permission of B.C. military headquarters



YOUR BABY'S FIRST VEGETABLES AND FRUITS

New Process Explained

Radical changes in baby feeding foods are taking place to the development of homogenized fruits and vegetables, a recently published booklet on infant care states. Stress is also laid on the health importance of earlier solid food feeding. Babies as young as six months old have successfully fed homogenized fruits and vegetables, in tests conducted in laboratories and clinics—direct result of which is now recognized by many doctors that homogenized vegetables and fruits be included in the diet of three-month-old babies—even seven younger—in protection against nutritional anemia.

Other important points covered in this booklet are: the speed with which homogenized foods can be digested; their easier digestibility; and their higher nourishment value.

Mothers in step with the times will welcome the valuable information contained in this remarkable booklet entitled "Your Baby's First Vegetables and Fruits," and LIBBY'S Foods and Other Outstanding Manufacturers of Homogenized Baby Foods—have made it available on writing to your grocer or to LIBBY'S HOMOGENIZED BABY FOODS and LIBBY'S Inc., name.

Ask your doctor about feeding your baby Libby's homogenized Vegetables and Fruits.

B11-40

IRIUM PERFORMS MIRACLES

brings amazing brilliance to
dull, stained, dingy teeth.

Of all Tooth Pastes and Powders

ONLY PEPSODENT CONTAINS IRIUM

- If you want your teeth to sparkle and gleam with all their full natural radiance . . . insist on IRIUM.

You see, the form of dentifrice you select doesn't make the big difference. It's what's *in* that does the work. That's why Pepsodent should be your choice. Because only Pepsodent Tooth Paste and Powder give you the *Plus Value* of IRIUM.

See how IRIUM, the sensational, the sensational, more effective ingredient in Pepsodent flashes into *safe* action. Ugly surface stains disappear from teeth—*safely*—in short order. Your reward will be the "Come-Closer" Smile you've always wanted.

Pepsodent contains No Grit, No Pumice, No Bleach . . . Proved Safe for Tooth Enamel!

BOTH PROVED SAFE FOR TOOTH ENAMEL



BOTH CONTAIN IRIUM
KNOWN TO THE DENTAL PROFESSION AS
PURIFIED ALKYL SULFATE

ONTARIO BASKETBALL FINALS ARE ON



TORONTO Simpson Grads around basket, left to right, are "Shag" Parks, Ken Bundy, Art Anderson, "Moose" McNair (captain) and Bill Fountain



ONTARIO SENIOR finals (men's) opened in Windsor last week. Winners of O.L.B.A. senior title are Dovercourt Ladies, who hope to take on Montreal. Dot Smerdon (left) and Elsie (Steve) Broddy jump for ball



DON'T LET DULL,
DRY HAIR DIM
Your Glamour

Reveal the natural gleam and lustre of your hair with Mar-O-Oil! The utterly different way to comb... an oil treatment with an oil shampoo! Mar-O-Oil lubricates as it cleanses... softens hair... makes hair lustrous... forms no sticky lather... leaves no oily film... rinses away completely to leave hair soft, smooth, shiny... with glowing with nutritious highlights. Ask your hair dresser for a Mar-O-Oil Shampoo or get a bottle at a drug department or the store.

Mar-O-Oil
SHAMPOO



Mr. Frost

seems lost...

Nothing goes right today for Mr. Frost, we are afraid. With an aching back and constant headache it is no wonder he is floundering. No doubt some of his fellow workers could tell him it might be his kidneys that needed attention. And that Dodd's Kidney Pills might help him. But unless he tells them, how can they suggest Dodd's Kidney Pills? Too bad Mr. Frost hasn't confided in some one.

ELAINE GOES "LAMOUR"



YOU'LL BE SEEING this brand new star, Elaine Sheppard, former photographic model, dancer and dancing instructress. You may also expect to see copies of her brief sarong turning up on Canadian and American beaches.



Gossard Combines COMFORT, STYLE, WEAR in this smart front-lacing corset

There's figure-molding magic in this smart Gossard corset, fashioned of peach shade panel batiste that fits high and snug over the diaphragm and laces in front to accentuate waistline curves. A miracle of clever construction are the gored panels of matching elastic batiste that assure the absolute maximum of thigh control.

The GOSSARD Line of Beauty

Sold by Leading Shops and Department Stores
THE CANADIAN H. W. GOSSARD CO. LIMITED
Toronto 2, Canada

Chicago — New York — San Francisco — Dallas
Atlanta — Melbourne — Sydney — Buenos Aires

HARDY PLANTS for CANADIAN HOMES

SAVE MONEY by dealing direct with us as growers. This is our 29th year in business. McConnell Nurseries cover more than 100 acres, solidly planted. Our list of customers extends from coast to coast and increases year after year because of thorough satisfaction given.

WRITE FOR NEW 54-PAGE CATALOGUE
Listing over 1,300 varieties—all home-grown,
vigorous, acclimated stock.

McCONNELL NURSERY CO. PORT BURWELL ONTARIO

PLANTERS
COCKTAIL PEANUTS

VACUUM PACKED ALWAYS FRESH
MAKE A GOOD BEVERAGE TASTE BETTER

ON HONEYMOONERS' ISLE



FIRST CONTINGENT of brides and grooms arriving at a tropical retreat off the coast of Florida in the Gulf of Mexico developed and set aside for the newlyweds. It's called Honeymoon Isle



IT'S AN OLD CUSTOM observed under a new era of honeymooning as Louis Poulos of Chicago carries his wife across the threshold of their cottage domicile for a joyous sojourn on the dream island



HONEYMOON ISLE is close to Tampa, Fla., where Clinton M. Washburn, millionaire real estate operator, is playing host to newlyweds from anywhere. Its first couples arrived this month. Here

some of them are seen sitting in front of their palmetto thatched cottages. This is a new venture originating in the Sunny South and may become popular with its combination of novelty and charm



QUINTUPLETS NEWLYWEDS above are part of the first detachment in the unique colony—only one of its kind in the world. Honeymooners live in one-room cottages of driftwood with palmetto

leaves covering roof and walls. Applicants have been assured of their privacy and no tourists or sightseers will be allowed to land. The only cost of their two-week stay is food and transportation

RIDING DAYS ARE HERE AGAIN



RIDING SEASON OPENS in Toronto about April 1st until November. There is a slight falling off in summer. Business girls like the sport and week-ends are busy times at stables. Riding outfit (above) is both trim and comfortable. Rose Trayling, Toronto (above, right), rode all winter, welcomes spring riding weather



A HORSE'S SWEET TOOTH is a byword and Rose Hedges, Toronto, bribes Rex with sugar. Women outnumber men riders in Toronto by more than 5 to 1. On front cover you'll find painting of attractive horsewoman in jockey-red habit, black bowler

"TELL ME
ANOTHER" — says
KLEENEX*

AND WIN \$5.00
YOU, TOO, CAN BE A
WINNER! WE PAY \$5.00
FOR EVERY KLEENEX TRUE
CONFESSION" PUBLISHED.
MAIL YOUR LETTER TO
KLEENEX, DEPT.
330 UNIVERSITY AVE.
TORONTO CAN.
P.S. DOZENS OF HINTS
IN EVERY KLEENEX BOX

TIME
ON MY
HANDS

WHAT A BUG-BEAR I CONQUERED WHEN
I STARTED USING KLEENEX. NOW I NEVER
WORRY OVER WASTED TIME OR SCRATCHES
WHEN COLD'S START — KLEENEX IS SO HANDY!
(from a letter by J. B.,
Toronto, Ont.)

I HAVE FINALLY
DIVORCED MY
HUSBAND—
FROM THE HABIT OF
CLEANING HIS RAZOR WITH
ONE OF MY BEST TOWELS.
KLEENEX IS THE
DAY—END ALSO MY
TOWELS AND TEMPER!
(from a letter by J. B.,
Toronto, Ont.)

IT PAYS TO GET
KLEENEX TISSUES
...SOFT ... SOOTHING
...STURDY
NOT LIKE
WEAK,
FLIMSY
KINDS!

THE BETTER
TO SEE YOU
MY
DEAR...

I KEEP MY SPECS BRIGHTLY POLISHED
WITH KLEENEX — ALWAYS CARRY
KLEENEX SPARES IN MY GLASS CASE!
(from a letter by J. M. W., Rainier, Ala.)

ONLY KLEENEX* Tissues
come in the Serv-a-Tissue
box that ends waste. Pull a
double tissue and next one
pops up ready for use!
Kleenex* Disposable Tissues
(*Trade Mark Reg.)

**ADOPT THE KLEENEX HABIT
ESPECIALLY DURING COLDS!**

COLOR IS HIGH FASHION TODAY



MORMON BONNETS inspired woven straw hat in pink wisteria (above), with large bow in back of iridescent purple. Bright red, yellow and green combine in plaids and stripes in taffeta dinner gown.



BAB-O
THE
GREASE-DISSOLVING
CLEANER

CLEANS
ENAMEL,
PORCELAIN
POTS AND
PANS
SWIPE AND IT'S GONE!

Tested and approved by Good House-keeping Institute.

Tune in "DAVID HARUM"

Monday thru Friday, 11 to 11:15 A.M.
Eastern Standard Time, WBEN —
WTAM — WWD

IT'S A FACT
Your undies wear
longer, stockings
stay stronger when
washed with gentle
Princess Flakes!



Cough? Cough? Ask Your
Druggist About
Chronic Bronchitis

Few life free
of that dreadful
coughing, wheezing
and choking from
Coughs, Cold
Chills and Asthma.
With the way the
bad cold brought
relief after art of
coughing, choking,
wheezing, & gurgling
breath to Mrs.
Arthur Templeton
took a bath or
"Now she says,
I can sleep, eat,
work, and play
more, and can sleep and work in
comfort again. I'm so grateful
with this offer: "Relief from \$1 worth
or your money back."
For Asthma, Bronchial Cough, Chronic
Bronchitis, Hay Fever—use
Templeton's **RAZ-MAH** Capsules

Smart
FROM
THE GROUND UP

• "At your service"—Ritchie Shoes stand ready to give you constant comfort, style and long wear. You'll know it's your shoe just as soon as you slip your foot into it. It's the way the Ritchie Shoe fits and feels—the freedom and hug of heel and arch. And you'll know it's your shoe when you hear its reasonable price. Ask your dealer for Ritchie Shoes.

RITCHIE FLEXIBLE SHOES \$8.50
RITCHIE PROP-R-ARCH SHOES \$8.50
SOLD BY LEADING MERCHANTS EVERYWHERE

Ritchie
CANADA'S
Smartest
SHOES FOR MEN
\$6.00 to \$18.00

DOVER PATROL AGAIN ON JOB



FAMOUS DOVER PATROL is again working, keeping clear important Straits of Dover between Britain and France. Destroyers are here leaving harbor. They will alter course shortly and take up their respective patrols. In the last war, total casualties in mine-sweeping patrols from mining, bombing and collision were 38 vessels. More than 600 miles were swept daily by patrol vessels



LOOKOUT SCANS SKIES through shaded glass. Aerial attacks may be expected from direction of sun which makes spotting more difficult. Statistics are not yet available for this war but we may judge them on their record in last, when an impressive total of 125,000 merchant ships safely passed through the straits in spite of concentrated German attention. Only 73 ships were lost



Craven 'A' never vary. They are sealed fresh, sold fresh, and mild yet satisfying.

WILL NOT AFFECT YOUR THROAT



CARRERAS LTD., LONDON, ENGLAND
100 YEARS REPUTATION FOR QUALITY

Don't Let MID-SECTION SAG Get You Down!



FRUIT TREES & ORNAMENTALS of AMAZINGLY LOW PRICES

Guaranteed first quality stock from nursery direct to you. Ideal for fruit trees, shrubs, and to impress your garden with ornamental shrubs.

TOBES TREES & SHRUBS MURRAY HILL, TORONTO, ONTARIO

Box 1737

Heal SKIN AILMENTS with

KLEEREX

50¢; \$1.00; \$2.00 sizes
(Medium and Strong)

At all Drug and Dept. Stores

MEXICO STEPS FORWARD



ECONOMIC AND POLITICAL democracy is fast replacing the feudalism which existed in Mexico until a few years ago. These girls, daughters of soldiers, are now being trained as nurses; proof alone of vast educational changes



SINCE LAZARO CARDENAS became president of Mexico six years ago the country has steadily forged ahead. He has modernized the army — once an ill-trained rabble — and broken the gulf between glaring wealth and the abysmal poverty of the peons. Students of a new Mexican military college are seen above. In July this year election of a new president and government will be held in Mexico

LE GANT*

OF YOUTHLASTIC*



"You see, Mother, we have that new long-torso look with our Le Gant corselettes."

"You're right, Betty. I was never so trim or comfortable. What a joy to be held so firmly with so little boning!"

LE GANT OF YOUTHLASTIC is "the corset that's different" because it has comfort of elastic with the control of cloth and always stays in place.

At Better Shops
Le Gant Corselettes and Girdles \$5 to \$35
(A "store, the size of a bazaar, \$1.50 to \$4.50)
Pantin Corset Manufacturing Company Limited, Quebec - Montreal - Toronto
Also makers of

NATURE'S RIVAL
Bras, Girdles and Corselettes
FOR FIGURE BEAUTY AND COMFORT

• Registered

NOW Save 6¢ PER POUND ON THIS FAMOUS COFFEE

LONDON HOUSE
Gold Finance COFFEE Vacuum Packed

NO CONTAINER TO PAY FOR... YOU SIMPLY MAKE A DEPOSIT OF 6¢ ON JAR AND CAP

Ask your grocer for the quick re-sealing "super-vacuum" jar of this coffee. It keeps this matchless blend of "golden roast" coffee PERMANENTLY FRESH. Enjoy real good coffee, perfectly blended from the world's finest varieties. Learn why coffee loves London House. You risk nothing—every pound of London House Coffee is sold strictly on one guarantee:

FULL MONEY-BACK GUARANTEE
Same low price anywhere from Ft. William to Halifax.
Your deposit refunded upon return of jar and cap.

Selen's
House of Corsetry
364 Donforth GE. 6483
350 Yonge St. AD. 1819

LONDON HOUSE
FRESH FROM THE PLANT TO YOUR CUP
Bubble SUPER-VACUUM PACKED

47¢
PER POUND
PLUS DEPOSIT
FOR JAR
AND CAP

VARSITY STUDENTS HAVE FIRST HAND AIR TRAINING



SCHOOL OF PRACTICAL SCIENCE, University of Toronto, has a course teaching air navigation, ground operations, meteorology, radio, piloting. Above: Students examine navigation instruments under a trans-Canada plane. Below: Balloon filled with hydrogen is released and a theodolite gauges direction and speed



USING A LINK TRAINER, these students are acquiring knowledge of the intricacies of steering and the operation of instruments. The course, embracing two years of study, is not a military one

Win \$10⁰⁰ Cash*

for writing a jingle like this:
There never was a
wedded pair
That equalled Dad and
Mother
For since Dad's shaved
the Colgate way
Ma's had a perfect lover.



Submitted by Jean Macely,
Pinewood, Ont., who
won \$10.00

Last Test
20¢
Giant Size
35¢

* RULES: Write Colgate shaving jingle like the one above. Send it to Colgate-Palmolive Co., 100 Bloor St., Toronto, enclosing with a coupon for a sample of Colgate's Rapid Shave Cream. If your jingle is used in our advertising we will send you \$10.00.

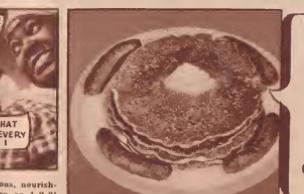
SITUATION WANTED

COOK—NO WAGES

WORLD'S MOST FAMOUS PANCAKE COOK, AUNT JEMIMA, wants to go to work in your kitchen, fixing delicious breakfasts for you—at no wages! Makes light, tender, fluffy pancakes that melt in your mouth. A sure way to banish your hunger.



1 With Aunt Jemima's Ready-Mix it's like having Aunt Jemima working for you! Her pancake genius is packed in every box.



2 From the Old Southland comes Aunt Jemima's legendary secret recipe—a recipe that made her buckwheat world famous!

OH YES—JUST
ADD WATER
OR MILK—POUR
ON THE GRIDDLE
—AND WHISK
THOSE LUSCIOUS
BUCKWHEAT FLAKES
INTO THE TABLE.
IT'S EASY AS 1-2-3!



3 Easy to Make a Hit with Your Family, Too! Serve delicious, nourishing Aunt Jemima's for breakfast, lunch or dinner. Easy as 1-2-3!

MAN, WHAT A MEAL!
Delicious Tender

Aunt Jemimas
AND SAUSAGE

Get 'em from your grocer today!



JEAN ARTHUR

A DECADE in movies, in a score of different roles is Jean Arthur's proud record. The New York born actress will next be seen in the comedy, "Too Many Husbands". Her recent roles since "Mr. Smith Goes to Washington" have won her more plaudits than any of the last ten years.



Honey

BEAUTY ADVISOR
SAYS:

"THERE'S NOTHING PRETTY ABOUT
RED, ROUGH HANDS!"



1



Makes Chapped Hands Feel Smoother

EXTRA-CREAMY, extra-soothing to dry, chapped hands—that's HINDS! Use Hinds Honey and Almond Cream regularly to help guard your skin against the drying effects of steam heat, cold weather, hard water, and housework. Notice how this grand creamy lotion penetrates chapping and tones down redness and helps restore soft, smooth skin right away! Used faithfully, Hinds Honey and Almond Cream means soft "Honeymoon Hands" for you. This famous lotion contains Vitamin D. In \$1, 50c, 25c, 10c sizes at toilet goods counters.

Chapping, Dryness,
Roughness, Weather-
skin, Handballs,
Calloused heels. Pow-
der base, After-shav-
ing lotion, Body-rub.
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Fink (Canada) Limited
Toronto, Ont.



HINDS FOR HANDS

WEDNESDAY NIGHT'S FUN NIGHT WITH
BURNS & ALLEN

Columbia Network, Coast to Coast, 7:30-8:00, E.S.T.
See newspaper radio columns for exact time on your local station



Graded CANADIAN BEEF IS BEEF at ITS BEST



**TENDER . . . JUICY
. . . GOOD FOR YOU**

HERE'S how to U



Do not confuse this round purple stamp with the grade marks mentioned above. This is the Government health stamp, which must appear on all beef from Government-inspected abattoirs. It does not indicate quality but merely signifies that the beef is fit for human consumption.

HERE'S something every good cook should know . . . how to buy beef at its best—beef that makes the most appealing meals, the finest eating!

When next you go shopping for beef, remember that only top quality beef is graded according to Government standards. To get the best beef, you must buy by grade. There are two grades only, Red Brand and Blue Brand. Red Brand beef is "Choice" quality, and is marked with a *red* ribbonlike stamp so that part of the red stamp appears on every cut. Blue Brand beef is "Good" quality and is similarly marked with a *blue* ribbonlike stamp, that also appears on every cut you buy. Do not confuse these two grade marks with round purple stamp which is the Government health stamp, and appears on all beef from Government-inspected abattoirs.

Serve beef often—it's good for you and your family, high in dietetic value. But be sure you serve only top quality beef. Look for the Red or Blue ribbonlike stamp on every piece you buy. The best beef makes the best meals!



RED
Brand

"CHOICE"

Quality beef,
identified by
the red, rib-
bonlike grade
stamp.

BLUE
Brand

"GOOD"
Quality beef,
identified by

"GOOD"
Quality beef,
identified by
the *blue*, rib-
bonlike grade
stamp.

Marketing Services

DOMINION DEPARTMENT OF AGRICULTURE, OTTAWA

Honourable James G. Gardiner, Minister

BUY BY GRADE - BUY WITH CONFIDENCE